

ABSTRACT OF THE DISCLOSURE

A system for and method of generating an URL hyperlink address string including a first ~~an~~ attribute for an URL hyperlink address to a web page location having at least one coupon content related to a video or audio or video program material and text identifying the at least one coupon related to the program a second ~~an~~ attribute for user-activated or automatic hyperlinking ~~hyperlink activation to activate and activating an URL hyperlink~~ to the web page location during the playing of associated program material having the at least one coupon related to the program comprises comprise a data entering device for entering the hyperlink address and hyperlink activation data URL to the web page having the at least one coupon related to the program; and a generator for generating the URL hyperlink address string including the first attribute for the hyperlink address to the location and the second attribute for the user-activated or automatic ~~hyperlink activation~~ hyperlinking to the location and an apparatus comprises a program signal receiver for user-activated or automatic hyperlinking to the hyperlink address during the playing of associated program material responsive to the second attribute URL to the web page having the at least one coupon related to the program and the text identifying the at least one coupon related to the program; and a program signal transmitter for transmitting the URL string to a program signal receiver, the program signal receiver for receiving the URL string, a display



~~device for displaying the text identifying the at least one coupon related to the program, an activator for activating the URL hyperlink to the web page having the at least one coupon related to the program and, optionally, a printer for printing the at least one coupon related to the program from the web page.~~

IN THE DESCRIPTION APP. No. 09/839,074 SUPP. AMENDMENT

Please amend said **SUPPLEMENTAL AMENDMENT** pgs. 4-5, last paragraph starting on p. 4 and continuing on to p. 5 as follows:

Referring to the Drawing ~~FIG.~~ **FIG. 2** 1, TELEVISION FACILITY COMPUTER 12 may access WEBSITE 1 via PUBLIC/PRIVATE LINK 4, which may be the public switched telephone network, an integrated digital network or similar wire or wireless facility, to encode an advertisement or non-commercial program material with an hyperlink address string such as an URL string including a first ~~an~~ attribute for an hyperlink address 6 such as an URL to a web page having program-related content 35 such as at least one coupon related to said advertisement or non-commercial program material and a second text identifying said at least one coupon ~~an~~ attribute for user-activated or automatic hyperlink activation. While the ~~Drawing~~ Drawings and system description herein are substantially specific to television facilities, it is understood that such specification is for illustrative purposes only and the ~~Drawing~~ Drawings and system description apply equally to broadcast, cable, satellite and Internet television and radio facilities and any ~~video or~~ audio or video recording medium.

Please amend said **SUPPLEMENTAL AMENDMENT** p. 6, 1st full paragraph as follows:

For said automatic hyperlink activation, TELEVISION FACILITY may enter via COMPUTER 12 at least one advertisement/hyperlink activation

start date/time as demonstrated in appended **Appendix** pages 27-33. From entered user-activated or automatic hyperlink activation data including data,
~~A) predetermined user activation data for said user activated hyperlink activation and, optionally, said text to prompt user activating, to hyperlink to a predetermined hyperlink address having content 35 related to predetermined program material or~~
~~B) predetermined automatic activation data for said automatic hyperlink activation and, optionally, said hyperlink activation start date/time,~~
a respective attribute for user-activated or automatic hyperlink activation may be generated.

Please amend said **SUPPLEMENTAL AMENDMENT** p. 10, 1st full paragraph as follows:

The apparatus claimed herein ~~receiving said hyperlink address string~~
claimed herein, a program signal receiver apparatus, is tied to and dependant upon said data entering means, database means and generating means. Indeed, said apparatus is dependant on said data entering, database and generating means to receive said first an attribute for a program-related content hyperlink address 6 coupon web page URL and said second text identifying the program-related coupon an attribute for user-activated or automatic hyperlink activation for said program signal receiver apparatus to play program material including predetermined program material related to predetermined content 35 located at a predetermined hyperlink address and, during the playing of said

predetermined program material, ~~activate an~~ hyperlink to said predetermined hyperlink address via user-activated or automatic ~~hyperlink activation~~ hyperlinking responsive to said second attribute.

Please amend said **SUPPLEMENTAL AMENDMENT** pgs. 10-11, last paragraph starting on p. 10 and continuing on to p. 11 as follows:

Referring to the Drawing **FIG. 1**, TELEVISION TUNER 22 may receive said URL string transmitted via TELEVISION DATA TRANSMISSION LINK 21. Said program signal ~~receiving means~~ receiver apparatus may comprise any ~~video or~~ audio or video program receiver means such as broadcast, cable or satellite television or radio tuner means, the WebTV TM Internet Terminal (AKA WebTV TM Receiver) available from Microsoft Corporation Redmond, WA or WebTV Networks Inc., Palo Alto, CA, set-top box means, Internet program signal receiver means or other program signal receiver means. In another embodiment, said program signal receiving means may comprise storage medium means such as ~~video or~~ audio or video recorder or media player means.

Please amend said **SUPPLEMENTAL AMENDMENT** p. 11, 1st full paragraph as follows:

Via DATA INPUT/OUTPUT 23, said URL string may be input to MICROPROCESSOR 24 (which may comprise any conventional data processor, microprocessor, central processing unit or equivalent data processing means). ROM 25 may store the program of instructions which controls MICROPROCESSOR 24. Responsive to said second attribute for

user-activated hyperlink activation 9, MICROPROCESSOR 24 may then route URL 6 via BUS 27 to be temporarily stored in RAM 28, route [n:Brand Name Coupon] 9 via INTERFACE DEVICE 29 to be displayed as non-hypertext or, optionally, "hyperlink text" via LCD 30 and detect the URL expiration date/time from [e:yyyymmddThhmmss] 7, the type of Internet content URL 6 is associated with from [t:a] 8 (an advertising sponsor) and that the associated Internet content is ATVEF compliant from [v:1] 10. The term "hyperlink text" as used herein encompasses the meaning including hypertext conferred thereon in Boden, et al, Pat. No. 5,930,512, Nielsen, Pat. No. 6,199,071, Carroll, et al, Pat. No. 6,154,205 and Kato, Pat. No. 5,809,512, which are incorporated herein by reference. If said URL string includes as said second attribute [auto:true] (NOT SHOWN) for said WebTV™ Receiver embodiment of said program signal receiver apparatus to automatically load an interactive television link and, optionally, [time:yyyymmddThhmmss] (NOT SHOWN), an hyperlink start date/time attribute detected by WebTV™ Receiver, the hyperlink to WEBPAGE 35 may be automatically activated responsive to said respective hyperlink automatic load or hyperlink start time attribute.

Please amend said **SUPPLEMENTAL AMENDMENT** p. 13, 1st full paragraph as follows:

Both LCD 30 and PUSHBUTTON 31 for said user-activated hyperlinking may be built into a conventional remote control unit, such as that disclosed in Yazolino, et al, Pat. No. 5,329,379, which is incorporated

herein by reference, and communicably coupled to MICROPROCESSOR 24. INTERFACE DEVICE 29 may then connect to a conventional two-way infrared (IR) link coupled to said remote control unit to send and receive control signals. ~~If said URL string includes [auto:true] (NOT SHOWN) for WebTV™ Receiver to automatically load an interactive television link and [time:yyyymmddThhmmss] (NOT SHOWN), an hyperlink start date/time attribute detected by WebTV™ Receiver, the hyperlink to WEB PAGE 35 may be automatically activated responsive to said respective hyperlink automatic load or hyperlink start time attribute.~~

Please amend said **SUPPLEMENTAL AMENDMENT** p. 13, 2nd full paragraph as follows:

Upon said user-activated or automatic hyperlink activation responsive to said respective user-activated or automatic hyperlink activation attribute, an hyperlink to WEB PAGE 35 may be established via TELEVISION/CLIENT BROWSER (NOT SHOWN). COUPON 36 may then be printed, optionally without user activation pursuant to, for example, an HTML instruction included in said URL string, via WebTV™ PRINTER (NOT SHOWN) at COMMUNICATIONS DEVICE 34. In another embodiment disclosed herein, a SMART CARD (NOT SHOWN) as disclosed in Britt, Jr., Pat. No. 6,141,678, White, et al, Pat. No. 4,119,114 and Nemirofsky, Pat. No. 5,907,350, which are incorporated herein by reference, may be coupled to COMMUNICATIONS DEVICE 34 to receive redeemable coupons.